Volume 18, Issue 1
FEBRUARY/MARCH 2016

THE CHICKEN FARMER

Food Freedom Day 2016

Did you know that Canada celebrates Food Freedom Day?

The term refers to the calendar date when the average Canadian has earned enough income to pay for his or her annual grocery bill. This year, Food Freedom Day was February 9, 2016.

The ability of the average Canadian to pay our annual grocery bill in just a few short weeks into the year – compared to tax freedom day which typically happens in July – demonstrates the stability and affordability of our food chain, and the support farmers have from the government.

Chicken Farmers of Canada works with farmers, governments, and consumers to ensure Canadians are getting fresh, high-quality chicken on their plates each week. More and more Canadians want to know where their chicken comes from and are learning to look for the "Raised by a Canadian Farmer" logo at the grocery store – in addition to the price tag.

Canadian chicken is the least expensive meat protein in the country having risen by only 5.2% since 2013, compared to 33.5% for beef and 17.9% for pork. Despite varying prices, chicken has barely grown in price. Canadians are mindful of their grocery budgets, and year over year chicken remains the best value at the meat counter.

CONTINUED ON PAGE 2

in this issue

3 | International Trade Update

4 | National Farmed Animal Health and Welfare Council Annual Forum

5 | CPRC Update – Avian Influenza Research

6 | What's New for the 2016 Census of Agriculture?

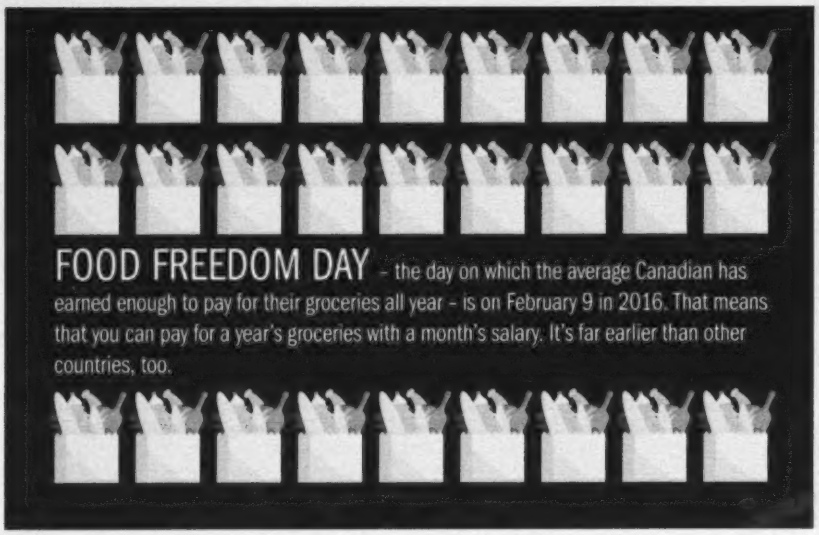
Publication Mail Agreement Number 40063043

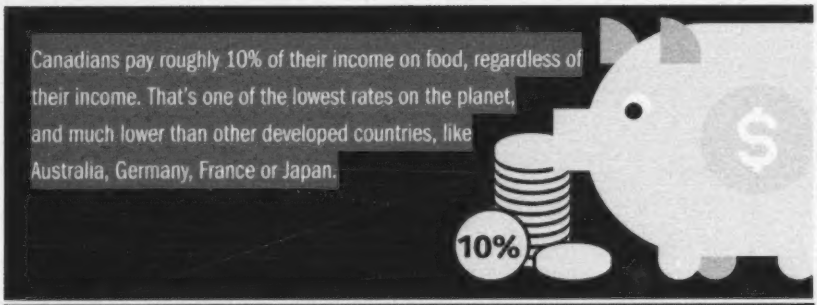
Chicken Farmers of Canada
Les Producteurs de poulet du Canada

CONTINUED FROM PAGE 1

While Canada's supply management system ensures that farmers receive a fair return for their work, and eliminates relying on taxpayer dollars to sustain the industry, it also ensures that Canadians' grocery bills for poultry, dairy, and eggs remain competitive.

This Food Freedom Day, remember Canada's farmers. Thanks to them, Canadians enjoy an abundance of safe, economical food from right here at home.


FOOD FREEDOM DAY - the day on which the average Canadian has earned enough to pay for their groceries all year - is on February 9 in 2016. That means that you can pay for a year's groceries with a month's salary. It's far earlier than other countries, too.


Canadians pay roughly 10% of their income on food, regardless of their income. That's one of the lowest rates on the planet, and much lower than other developed countries, like Australia, Germany, France or Japan.
10%

BOTTOM LINE: CANADIAN CHICKEN IS AFFORDABLE.

SEE THIS AND OTHER INFOGRAPHICS ON THE RESOURCES PAGE AT:
WWW.CHICKENFARMERS.CA/RESOURCES

Chicken Farmers of Canada Retains Full Government OFFSAP Recognition

In March of 2013, Chicken Farmers of Canada became the first commodity organization in Canada to receive full federal, provincial and territorial government recognition of our On-Farm Food Safety Assurance Program. As part of the review process and to maintain recognition, the program recently went through a review audit by the Canadian Food Inspection Agency (CFIA).

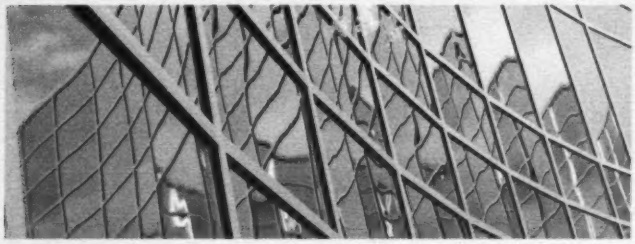
The audit was successfully completed, indicating that our OFFSAP program remains current, technically sound, and consistently implemented.

The On-Farm Food Safety Recognition Program, led by CFIA, is a process to review, assess, recognize and monitor the technical soundness and administrative effectiveness of the on-farm food safety systems of Canada's national producer organizations. Recognition acknowledges that a food safety program has been developed with HACCP principles; conforms to government legislation, policy and protocols; and that a Management System has been implemented in an effective and consistent manner.

Chicken Farmers of Canada remains committed to our OFFSAP, to the government recognition process, and to demonstrating the commitment of Canadian chicken farmers to food safety to consumers

International Trade Update

In December, the World Trade Organization (WTO) held its mandated biennial ministerial meeting in Nairobi, Kenya.



There were two main objectives going into the meeting: the first was to reach an agreement that would move forward the multilateral trade agenda, including disciplines on export competition in agriculture and an aid package for the least-developed countries (LDCs); the second was to set the organization's post-Nairobi work plan, which may (or may not) entail declaring the Doha Development Round unsuccessful and over.

The lead-up to the ministerial was bleak, as Members staunchly held their positions and the rift between developing and developed countries widened.

Originally slated to run from December 15–18, the meeting extended until December 19th, when Members finally reached agreement on the "Nairobi Package", which outlines the decisions reached on agriculture, cotton, and issues related to LDCs, and the Ministerial Declaration, which provides some intentionally vague guidelines on the future work of the WTO.

In terms of the agricultural negotiations, the Nairobi Package addresses two major export competition issues: export credits and export subsidies. There was agreement that the maximum repayment period for export credits would be 18 months, and that all developed countries would immediately eliminate any remaining export subsidies – with a carve-out provided for Canada, Switzerland and Norway regarding their notified processed products, dairy products, and swine meat.

These three developed countries have agreed to eliminate all export subsidies on products destined for LDCs by January 1, 2016, and committed to eliminating their remaining subsidies by the end of 2020. Developing countries have agreed to eliminate their export subsidies by the end of 2022.

The contents of the Ministerial Declaration speak clearly to the divergence in views about the WTO's post-Nairobi work plan. The Declaration mentions that many Members reaffirm their commitment to working on the basis of the Doha Development Agenda; it also mentions that other Members think that it is time to consider alternative approaches. This will likely be one of the main topics of the next ministerial conference in late 2017.

TRANS-PACIFIC PARTNERSHIP UPDATE

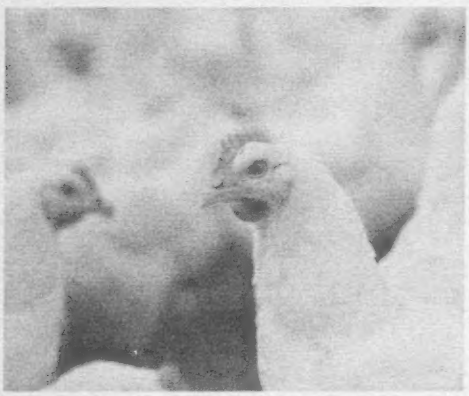
The Trans-Pacific Partnership (TPP) agreement negotiations were finalized in early October prior to Canada's government-changing elections. After initial consultations, the Canadian government has decided to sign the Trans-Pacific Partnership (TPP) agreement on February 4th. However, the Minister of International Trade, the Honourable Chrystia Freeland, remains committed to continue consulting with Canadians on its impact before deciding whether to commence the process of ratification. The signing of the TPP does set in motion a timeline that could lead to the agreement's implementation by, at the earliest, January 2018.

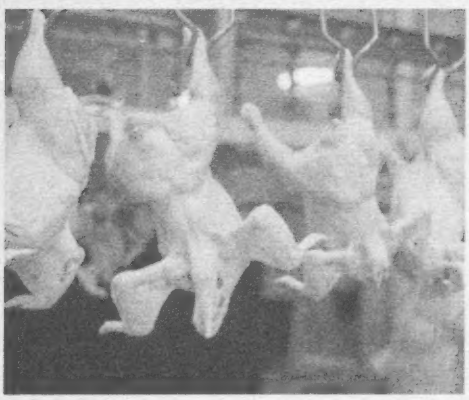
During discussions with the chicken sector, the Minister has repeatedly assured the industry that she and her department understand the importance of the compensatory package to the chicken sector. This package includes both mitigation measures to address ongoing border circumvention concerns, as well as indemnity support programs to aid the sector adjust to decreased production resulting from additional imports granted to TPP members. Given that the border circumvention issues are not related to the ratification of the TPP, we anticipate that these will be addressed swiftly by the Canadian government.

For further details on the TPP's impact on the Canadian chicken sector and the announced mitigation package, please refer to the previous edition of *The Chicken Farmer*, December 2015. It can be found on the website under Resources (*www.chickenfarmers.ca/resources/*).

National Farmed Animal Health and Welfare Council Annual Forum

Each year in November, the National Farmed Animal Health and Welfare Council (NFAHWC) hosts a forum to review the council's activities, hear from guest speakers on current issues, and provide stakeholders an opportunity to meet and discuss how they are contributing to the council's strategic outcomes and priorities.





At the 2015 forum, attendees were provided with an update on the Council's activities and working groups. It was this year that the Council launched its new "Strategy to 2020" and efforts are on-going to develop a mechanism for stakeholders to report on their progress with meeting the strategic outcomes and priorities. Steve Leech presented on behalf of Chicken Farmers of Canada to speak about the chicken industry's work towards these.

STRATEGIC OUTCOMES:

- Safe animal food products are accessible to Canadians
- Canada protects the health of farmed animals, people and the ecosystem (One Health)
- The Canadian farmed animal industry is profitable and sustainable
- Canada protects the welfare of farmed animals
- The Canadian farmed animal health and welfare system is trusted worldwide
- The Canadian farmed animal health and welfare system is coordinated and constantly improved

FIVE-YEAR PRIORITIES:

- Emergency management
- Social license
- Leadership capacity

The forum also included presentations and discussions on the topic of animal health surveillance, as well as the work that is currently being done by many different groups related to antimicrobial use and resistance. Back in 2014, the Council released a report on antimicrobial use and resistance strategies for animal agriculture and formed a working group to gather information and develop recommendations on how to move Canada forward on this important issue.

NFAHWC's mandate is to establish priorities and recommendations to align animal health and welfare activities across industry and government authorities.

To meet this mandate, the Council has representatives from producer groups, provincial and federal governments, the Canadian Veterinary Medical Association, and public health officials to bring together the wealth of knowledge needed to develop recommendations about Canadian animal health and welfare.

Authorities for Canada's animal health and welfare policy and operation are split across industry and governments. The key role of the Council is to bring together all of these stakeholders in a coordinated fashion. CF

CPRC UPDATE

AVIAN INFLUENZA RESEARCH

Since 2006, the Canadian Poultry Research Council (CPRC) has had a scholarship program in place to support graduate students carrying out research in an aspect of poultry science. The program helps to promote succession within the poultry research community and encourages graduate student research.

For the 2015 scholarship, congratulations go to Sasha van der Klein, this year's recipient! Sasha is a PhD student at the University of Alberta under the supervision of Dr. Martin Zuidhof. She completed her MSc in the Netherlands, during which she earned a scholarship to study at the Poultry Research Centre of Nutreco, in Spain. Following her graduation, she worked as a poultry research assistant for Cargill in the Netherlands before pursuing a career in research with her PhD at the University of Alberta. Sasha's research will focus on the effects of broiler breeder nutrition and management strategies on resulting chick quality.

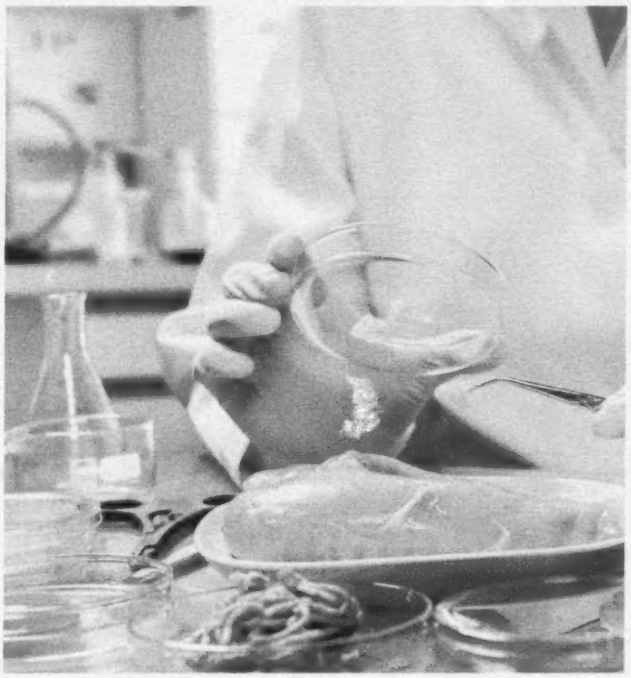
UPDATE ON PREVIOUS REPORT

In a previous newsletter, we wrote about the 2014 recipient, Alexander Yitbarek, who is a PhD student at the University of Guelph. Alexander recently provided an update to CPRC about his work, and he has been busy!

He has completed his coursework for his PhD program and has four research papers either published or submitted for publication, and another six that are in preparation. Alexander's research has been evaluating the effects of some promising antibiotic alternatives, including different prebiotics and synbiotics. Synbiotics are a synergistic combination of both prebiotics and probiotics.

He has also been evaluating the immune response of broiler chickens to organic trace mineral supplements and various yeast-derived products.

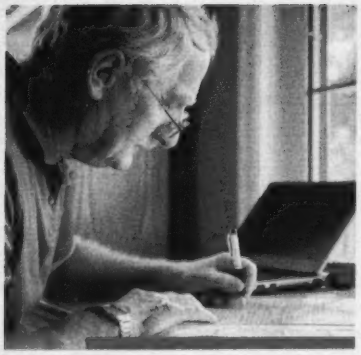
In other news, CPRC will soon be launching a new and improved website. The address will remain the same – *www.cp-rc.ca* – but with a fresh new look and more up-to-date content about research projects and results. Stay tuned!



What's New for the 2016 Census of Agriculture?

CENSUS BY INTERNET: FAST AND EASY

All Canadian farm operators will receive a letter at the beginning of May 2016 with instructions on how to complete the questionnaire online.



The online questionnaire will automatically add totals and skip sections that do not apply to the operator's farm. As a result, completing the questionnaire online will be faster and easier and reduce the need to call back farm operators in order to clarify answers. On average, farmers should spend 30% less time responding to the 2016 Census of Agriculture than they did responding to the previous census (2011).

By law, farmers are required to participate in the Census of Agriculture. By the same law, Statistics Canada is required to protect the information provided in Census of Agriculture questionnaires. Privacy is a fundamental component of the census.

SHORTER – BUT STILL COMPREHENSIVE – QUESTIONNAIRE

The Census of Agriculture staff consults, after every census, with farmers, agricultural industry members, and data users for the purpose of assessing data needs. Statistics Canada received more than 200 content submissions from diverse groups, including federal government departments and agencies, provincial ministries, farming organizations, academics, farm service companies, and consulting firms. Statistics Canada is grateful to the agricultural industry for its ongoing feedback and support.

OVERALL, THE 2016 QUESTIONNAIRE HAS 18 FEWER QUESTIONS THAN IT DID IN 2011.

As a result of these consultations, new questions on the adoption of technologies, direct marketing, succession planning, and renewable energy production were added to reflect demand for this new information.

Some questions were also removed, such as detailed expense information, operator place of residence, details on irrigated land, and the source and use of manure. Most of the questions for 2016 are identical to those used in 2011. This continuity is important when it comes to tracking long-term trends in the industry and meeting the ongoing needs of users and stakeholders.

Overall, the 2016 questionnaire has 18 fewer questions than it did in 2011.

You can view the content of the 2016 Census of Agriculture (*gazette.gc.ca/rp-pr/p1/2015/2015-06-20/html/order-decret-eng.php*) in the Canada Gazette which was published on June 20, 2015.

At the beginning of May, complete your questionnaire and tell your story as part of Canada's farming community. For more information, please visit Statistics Canada's website (*www23.statcan.gc.ca/imdb/p2SV.pl?Function=getSurvey&SDDS=3438*).

Editor: Marty Brett - mbrett@chicken.ca
Graphic Designer: Stephanie St.Pierre - sstpierre@chicken.ca